

Variable	Mean	SD	Min	Max
Age	34.5	10.5	18	65
Gender	0.5	0.5	0	1
Marital status	0.5	0.5	0	1
Education	12.5	1.5	9	16
Income	1.5	0.5	1	2
Health status	1.5	0.5	1	2
Life satisfaction	4.5	1.5	1	7
Work satisfaction	4.5	1.5	1	7
Family satisfaction	4.5	1.5	1	7
Community satisfaction	4.5	1.5	1	7
Overall satisfaction	4.5	1.5	1	7

Variable	Mean	SD	Min	Max
Age	34.5	10.5	18	65
Gender	0.5	0.5	0	1
Marital status	0.5	0.5	0	1
Education	12.5	1.5	9	16
Income	1.5	0.5	1	2
Health status	1.5	0.5	1	2
Life satisfaction	4.5	1.5	1	7
Work satisfaction	4.5	1.5	1	7
Family satisfaction	4.5	1.5	1	7
Community satisfaction	4.5	1.5	1	7
Overall satisfaction	4.5	1.5	1	7

Variable	Mean	SD	Min	Max
Age	34.5	10.5	18	65
Gender	0.5	0.5	0	1
Marital status	0.5	0.5	0	1
Education	12.5	1.5	9	16
Income	1.5	0.5	1	2
Health status	1.5	0.5	1	2
Life satisfaction	4.5	1.5	1	7
Work satisfaction	4.5	1.5	1	7
Family satisfaction	4.5	1.5	1	7
Community satisfaction	4.5	1.5	1	7
Overall satisfaction	4.5	1.5	1	7

PROACTIVE INTERNET SEARCHING TOOLBACKGROUND OF THE INVENTION1. Field of the Invention

5 The invention generally relates to an Internet content searching tool and more particularly to a system and method for providing an Internet viewer that has no pre-conceived notion of the specific subject matter he or she wishes to initially view, with an Internet searching tool which assists the viewer in locating a web page of interest by presenting a variety of general categories, each corresponding to a plurality of content-related web page.

2. Description of the Prior Art

15 In today's world, the Internet has become the most popular and easiest source of information and entertainment. When one wants to learn the latest-breaking news, one simply logs onto the Internet and contacts one's favorite news web site, such as MSNBC® or CNN®. If access to the latest sports scores is desired, a fan can simply contact his or her favorite sports network site, such as ESPN®, or FOX®.

20 However, it is often the case that the viewer does not know exactly what he or she is looking for, but just knows that he or she want to be entertained. In this instance, viewers resort to the television, flipping through channel after channel in order to find entertaining subject matter. One would think that it would

subject matter. However, present Internet searching tools require that the user have a general subject area in mind. But this is not a practical approach. When going to a library or bookstore, for example, one may not have the name of a book in mind, or may not even have a subject in mind. Rather, people browse through aisles, hoping a catchy advertisement or book title catches their eye. Book browsers may follow signs leading them through aisles corresponding to a particular subject, narrowing their searches, until they focus on an interesting book.

A similar system is needed for Internet users. Existing Internet searching systems are based upon the requirements that users have an idea of what they are seeking. Existing systems require the user to enter the exact URL corresponding to a particular web site or key words that describe the subject matter they are interested in. But systems of this kind are reactive instead of proactive and do not account for the users who have no idea of where they wants to travel on the Web, or the subject matter they wish to access and simply want so be "taken somewhere" that is interesting.

Accordingly, what is needed in the art is a system and method designed to provide Internet users that have no specific web site or subject matter in mind, with an easy-to-use graphical interface navigation tool which presents the user with a plurality of subject category choices, each corresponding to a list of common-

theme web sites, in such a manner that the user can easily navigate toward the web sites that are associated with the user's selected general area of interest.

It is, therefore, to the effective resolution of the  
5   aforementioned problems and shortcomings of the prior art that the present invention is directed.

### SUMMARY OF THE INVENTION

10   The present invention deviates from prior art Internet searching systems by no longer requiring users to have a pre-conceived idea of the information they are seeking. Instead, the present invention is a method for allowing Internet users to review information that has been acquired solely to stimulate their imaginations. This paradigm shift supplies a unique  
15   entertainment value to the World Wide Web.

Generally, the invention utilizes an "Imagination Guide", which displays, on the use's computer screen, a plurality of subject category headings, each heading identifying a unique area of interest. After the user screen allows a user to select a  
20   preferred language, the screen is refreshed and the user is again presented with the list of subject categories. Preferably, different subject category choices are presented depending upon the language selected. Each subject category is associated with an "Imagination" database containing groups of web page URLs, each

web page represented by a specific channel number, each having subject matter related to a unique subject category.

Specifically, the invention is a method for use in a communications network to proactively assist a user in locating one or more web sites, stored on servers connected to said communications network, wherein each web site is associated with a subject category based upon the user's chosen general area of interest.

The method comprises the steps of providing the user with an option of either selecting a specific web site or selecting one of a plurality of subject categories and displaying a plurality of subject categories, wherein each subject category is identified by a subject heading and is associated with a set of one or more web pages, each web page represented by a separate channel number, wherein each of said set of web pages contain content related to a particular subject category. If the user selects one of the subject categories, the user visually receives a display of one or more channel numbers, each channel number corresponding to a web page, with subject matter related to the selected subject category. The user display allows the user to select one of the displayed channels and retrieves and displays web page content corresponding to the selected channel.

The system further displays channel content summary descriptions which enable the user to easily identify the general

subject matter content of each web site. The system also displays related subject category information corresponding to the subject matter of the selected subject category.

In the preferred embodiment, prior to the step of allowing  
5 the user to select one of said displayed channels, the system allows the user to initially select one of a plurality of languages wherein upon the initial selection and prior to a subsequent selection of a different language, text in each subsequent display will be in the selected language, and wherein a  
10 different set of subject categories are presented for each selected language. The related subject category information corresponding to the subject matter of the selected subject category includes advertisements, logos and/or scrolling text, which are displayed at various locations on the user's computer  
15 screen.

Preferably, the user selects the subject categories, language and/or channel by clicking on a remote control display appearing on the user's computer screen. The remote control display resembles a hand-held remote control device commonly used by  
20 television viewers to navigate through television channels.

It is therefore an object of the present invention to provide an Internet-content searching tool to assist users who do not have a specific area of interest in mind.

It is another object of the present invention to provide an

Internet-content searching tool that presents the user with a list of general subject matters, each subject matter specific to the language chosen by the user.

It is still another object of the present invention to provide an Internet-content searching tool that includes a remote control image on the computer screen thereby simulating browsing through channels on a television.

It is yet another object of the present invention to provide an Internet-content searching tool that retrieves, groups and presents to the user a set of web sites with similar subject matter, each followed by a brief identification description thereby allowing the user, after having selected a general subject category, to access a particular web page.

It is still another object of the present invention to rotate and display advertisements, logos and text on the user's computer screen, each related to the general subject matter selected by the user.

It is to be understood that both the foregoing general description and the following detailed description are explanatory and are not restrictive of the invention as claimed. The accompanying drawings, which are incorporated in and constitute part of the specification, illustrate the preferred embodiment of the present invention and together with the general description, serve to explain principles of the present invention.

In accordance with these and other objects which will become apparent hereinafter, the instant invention will now be described with particular reference to the accompanying drawings.

5

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

Figure 1 illustrates a flow diagram showing the steps performed by the present invention.

10 Figure 2 illustrates a typical user computer screen of a user' computer connected to a web portal containing the present invention.

Figure 3 illustrates a flow diagram showing the steps performed by the Value Communicator portion of the present invention.

15 Figure 4 illustrates a flow diagram showing the steps performed by the Subject Category Selector portion of the present invention.

20 Figure 5 illustrates a flow diagram showing the steps performed by the Imagination Guide portion of the present invention.

Figure 6A is a flow diagram illustrating the function of the channel database when the user has entered the "Imagination Guide mode".

Figure 6B is a continuation of the flow diagram of Figure 6A.



Figure 7A illustrates a flow diagram showing the steps performed by the Remote Control portion of the present invention.

Figure 7B is a continuation of the flow diagram of Figure 7A.

Figure 7C is a continuation of the flow diagram of Figure 7B.

5        Figure 8 illustrates a flow diagram showing the steps performed by the Advertising Flow portion of the present invention.

Figure 9 illustrates a flow diagram showing the steps performed by the Scrolling Text portion of the present invention.

10       Figure 10A illustrates a flow diagram showing the steps performed by the Refresh.asp subroutine of the present invention.

Figure 10B is a continuation of the flow diagram of Figure 10A.

15        **DESCRIPTION OF THE PREFERRED EMBODIMENTS**

The present invention is a method and system for providing an Internet user that has no pre-conceived notion of the specific subject matter he or she wishes to initially view, with a graphical user interface which assists the viewer in locating  
20       subject matter of interest by first presenting the user with a variety of general categories, each corresponding to a plurality of content-related web sites, and ultimately guiding the user to a specific web page corresponding to the user's selected subject matter of interest.

Referring to Figure 1, a flowchart is shown which illustrates the steps performed by the present invention **10**. The user, upon accessing the web site portal **15** containing the invention is first presented with a choice of accessing a specific web site, represented by a channel number, or accessing an "Imagination Guide" ("IG"). The user can make this selection easily in a number of ways. The traditional method is by entering the web sites' URL. The user will then be connected with the selected web site. Alternately, the user can make selections via a remote control image via step **20** (shown in Figure 2). This image allows the user to select specific channels representing web pages in the same way the user would choose a channel to view on his or her television set. The user may have access to a list of available web pages, each represented by a different channel number. The list is often provided by the user's interactive television service provider. Finally, if the user does not know the specific web page he or she wishes to view, and instead wants to be taken to various places that might be of interest, the user can invoke the IG by simply pressing the "IMAGINATION GUIDE" button **75** on the remote control image **60** (see Figure 2).

The user, therefore, has the option of choosing a channel or invoking the Imagination Guide. If the Imagination Guide is selected **25**, a listing of channels are shown, each channel representing one or more websites having subject matter relating

to a selected or a default subject category **45**. If the Imagination Guide has not been selected, the system awaits a channel selection, step **27**. Once a specific channel has been selected, the system reads the user's input via step **30** and  
5 retrieves the web page associated with the selected channel by querying a database of channel numbers **35** and refreshing several areas of the present page, via step **40**. This will be discussed in greater detail below.

Upon entering the IG mode, the user has informed the system  
10 that he or she does not have a specific subject in mind and wants simply to use his or her "imagination" and be guided to an interesting or entertaining subject. The IG is comprised of an IG database that includes sets of web page addresses and links, each set associated with a specific subject category. These subject  
15 categories are displayed as headings on the user's computer screen, as seen in Figure 2. The IG database is further classified by language; each language has a set of corresponding subject categories, which has associated with it a unique collection of web page addresses and links. Therefore, different  
20 combinations of user-selected languages result in the display of different subject categories.

A user computer is connected to a portal containing the present invention. The user's computer screen is represented in Figure 2, showing the various computer screen sections. It is to

be understood that Figure 2 represents the preferred layout of the user computer screen utilizing the present invention. Other orientations of screen layouts are equally applicable. For example, the remote control image may appear on the right side of the screen or may not appear at all, while advertisements, logos, web site content and scrolling text may appear at various other locations on the screen.

Screen 50 is comprised of several sections. A remote control image section 55 depicts an image of a remote control device 60. Here, the user can simply select a channel to be viewed by clicking on the appropriate number buttons 65, navigate to other channels by clicking on the channel navigational buttons 70 or clicking on the IMAGINATION GUIDE button 75. If, for example, the user knows that channel 113 corresponds to an international sports site (such as CNN® International), the user simply points and clicks the mouse on the "1", "1" and "3" buttons on remote control image 60. The system accesses a database where each channel number is stored along with its web pages, each having its associated URL. The appropriate web page is retrieved, various sections of the screen are refreshed and content from the selected web page is displayed.

If the user wants to invoke the IG, he or she simply clicks on the "IMAGINATION GUIDE" button 75 on remote control image 60, and the user is taken into the "IG mode". Referring once again to

Figure 2, it can be seen that a plurality of subject categories **80** are listed in the Subject Category section **85**. After entering the IG mode, the user can select which subject category he or she wants to access. It is to be understood that the number of subject categories **80** is not fixed, and can be expanded to virtually any number, limited only by the amount of available viewable space on the user's computer screen.

In the preferred embodiment of the invention, prior to choosing subject category **80**, the user is presented with the option of choosing a classification, such as a language, via the language selector button **90** on remote control image **60**. The choice of subject categories **80** changes for each language selected. For example, if the user selects Spanish, the subject categories would include subjects particular to a Spanish audience. In one embodiment, the language choices are Spanish, English and Portuguese, although the present invention is not limited in the number or variety of possible language selections.

View button **92** allows the user to vary the locations of the subject categories **80**, i.e., by repeatedly clicking on the view button **92**, the subject category headings can appear at different locations on the user's screen such as along the right side, the left side, or along the bottom.

It is important to note that the present invention does not merely present the user with, for example, the same fifteen

subject categories, each with associated web page and advertisement links, regardless of the language selected by the user, with the only difference being the language of the text. Instead, the present invention is specifically tailored to different audiences by taking into account that different audiences have different areas of interest. For example, a Spanish-speaking user, by selecting "SPANISH" from remote control image 60 as the language of choice, is presented with categories that, through market research, have been shown to be of particular interest to the Spanish-speaking public. Soccer and Spanish newsworthy events might be included. Therefore, the invention not only translates all text into the selected language, but displays different subject category choices for each language selected.

The present invention is not limited to language classifications, but can also apply to virtually any other classifications such as, for example, teen-agers, senior citizens or women. By selecting a "classification", the user can be presented with a listing of user-classifications, and asked to select one. After selecting "TEENAGERS", for example, the entry is detected by the system and that portion of the database containing the subject categories related to the selected classification, is displayed to the user. Therefore, the system would display subject categories corresponding to subject matters that generally interest teenagers. These subject categories would

differ from the subject categories displayed after the user has selected, "women" or "senior citizens".

Once the user has selected a subject category **80**, whether entering a specific classification or just accepting the default classification and its subject categories, the system refreshes each of the screen sections, depending on the subject category or language chosen. If, for example, "SPORTS" is the subject category chosen, the system searches its database for the group of web page URLs having a sports theme and displays these web pages.

The Imagination Guide display **100** appears in Figure 2. If the IG is selected, channels are displayed in section **100**. Preferably, a channel number **95** appears first, followed by a plurality of website headings (ESPN, FOX, for example). The next channel in the listing may contain additional websites heading. By clicking on each heading, the user can access the website, the content of which appears in section **115**.

If the IG is not selected, the user may select a channel instead by entering the channel number in the remote control image **60**, or by clicking on the channel listings **95** in section **100**. For example, the user may click on channel 113, which may be corresponding to SPORTS-related web pages. Section **100** displays the channels in ascending order, giving the user a quick way to browse through the various channels. In section **100**, following the each channel number is a brief one or two word description **105**

of the subject matter contained in the web page (e.g. "Baseball Scores", "World Sports") and/or identification of the name of the web site sponsor (ESPN®, FOX®, CNN® etc.). This information provides the user with enough information to allow the user to select a specific web page from the listed channels **95**. In this fashion, the invention is proactive rather than reactive in that it "feeds" small amounts of information to the user, starting with a list of subjects of wide variety, hopefully stirring the user's interest, presenting the user with a listing of web pages containing subject matter related to the selected subject category **80** and then helping the user narrow his or her choice, until he or she selects a web page containing the subject matter of most interest.

In Figure 2, channels 113, 114, 126 and 127 appear in section **100**. If the IG had been selected, all channels corresponding to websites matching the selected subject category would appear. Figure 2 represents a screen where the user has not yet selected the IG or a channel and is merely presented with a default screen, i.e. a listing of channel numbers **95**, followed by website descriptions **105**.

Other sections of the computer screen are refreshed to correspond with the selected subject category **80**. Advertisements corresponding to the chosen subject appear in the lower left of screen section **110**. In the preferred embodiment, advertisements



are rotated, and new advertisements appear after a predetermined amount of time if the user does not click on the advertisement.

Section **112** is a Ticker Section. Here, text is scrolled, much like a ticker tape. If, for example, "SPORTS" is the category chosen, updated game scores appear in this section. Other logos appear throughout the screen, including section **120**, each corresponding with the subject category **80** selected.

After viewing the choice of channels and their brief subject descriptions **105** in section **100**, the user selects a channel **95**. Web page content corresponding to the selected channel **95** is then shown in section **115**, the "Value Communicator" section along with other helpful information which is shown to the user in other portions of computer screen **50**.

Figure 3 illustrates how the present invention updates screen information in section **115** (Figure 2) depending on the user's input. Section **115** is known as the "Value Communicator" section of the screen and provides valuable information to the user including web page content. As discussed earlier, the user is given a choice of languages in which to operate in. After selecting a language, via step **125**, the user then selects a subject category, via step **130**. Subject content **135** is displayed in section **115** corresponding to the chosen subject category. At the same time, advertisements **140** and user help content **145** are also displayed on screen **50**. All of the presented information is

related in subject matter to the selected subject category heading. For example, if SPORTS is the selected subject, advertisements for sporting equipment or sporting events would appear along with logos such as ADIDAS®, or NIKE®. From here, additional useful information can be presented to the user, such as specific promotional or upcoming events (e.g. "World Cup Guide" **150**) and entertainment packages **155**. The system can also provide information on other non-related information such as interactive television e-mail **160**. The refresh.asp subroutine **165** refreshes the screen content if another language or subject category is chosen.

Figure 4 illustrates the steps taken by the present invention in presenting the user with a choice of available subject categories **80**. The user first visits the web site portal that incorporates the present invention, step **170**. The user, if in IG mode, selects one of the subject categories, via step **175**. The database stores the web site location of one or more logos corresponding to the subject matter of each subject category heading and the system displays the logo based upon which subject category heading was selected by the user, step **180**. Depending upon which subject category heading was clicked, the application displays a logo in the top corner, or in another screen location, step **185**.

Figure 5 illustrates the steps taken when the user invokes

the Imagination Guide (IG) feature. The Guide.asp subroutine **190** is invoked **195** when the user selects the IMAGINATION GUIDE button **75** from remote control image **60**. The IG database **205** is comprised of groups of web site addresses, each group classified according to a specific subject category, language and channel **200**. The system then determines if the user has selected the Imagination Guide, via step **210**.

If the Imagination Guide has been accessed, each recordset of channels containing web pages having subject matter related to the selected subject category heading **80** is displayed in channel section **100**, via step **215**. As shown in Figure 2, the IG has not yet been selected and section **100** displays a default listing of channel numbers **95**, in ascending order, allowing the user to scroll to the channel number **95** of choice. Following each channel number **95** are brief channel content descriptions **105**. This gives the user information identifying the subject matter or owner of the web site corresponding to each channel. If the Imagination Guide has not been accessed, step **220**, each recordset is displayed in section **100**. In this case where the user has not selected the Imagination Guide, the recordset is simply consecutive channel listings, without regard to subject matter content.

Figure 6A further illustrates the function of the channel database when the user has entered the "Imagination Guide mode". After the user has accessed the portal containing the present

invention, step **170**, the user chooses a language or accepts the default language associated with the user's lactation, step **125** and selects a subject category **80**, via step **130**. Once again, the user can select from a listing of available subject categories **80** or choose to access a default subject category. In the preferred embodiment of the invention, the subject categories **80** vary depending upon the language selected by the user.

Referring to Figure 6B, a continuation of the flow diagram of Figure 6A, the database of records containing web sites with identifying URLs, descriptions and number of hits **225** is queried based upon the selected subject category and language, step **230**. The results, i.e. the channels representing web pages having subject matter related to the selected subject, are displayed in section **100** of screen **50**, via step **235**. The user then selects one of the listed channels, step **240**, in which case the web site content related to the chosen web site is displayed, via step **250** and a counter recording the number of "channel hits" is updated, step **245**. If a new language is selected, the process is updated and the user presented with new subjects to choose from. If a new subject category is selected, a new query is sent to the web site database and new results displayed in Imagination Guide section **100**.

Figures 7A-7C illustrate the steps taken when using the remote control subsystem of the present invention. The user

screen **50** includes a section with the image of a remote control device **60**, similar to a remote control used to operate a television. In this manner, an Internet user can navigate through "channels" each representing a distinct web page as one would  
5 navigate through television channels, each representing a different television station.

In Figure 7A, from remote control image **60**, the user can simply click and select the appropriate language **125**, channel **240**, or access the Imagination Guide subsystem, via step **215**. When the  
10 system receives a request for a specific language, a Change Language request **260** is sent to the Refresh.asp subroutine **165**. The subject category choices are then refreshed, depending upon the language chosen. If the user selects a channel directly without invoking the IG, a Channel Request **265** is sent directly to  
15 the Guide.asp subroutine **190** and the selected channel is displayed. When the IG is invoked, a request is forwarded to the Guide.asp routine **190**, and the system awaits a subject category selection from the user. An appropriate channel list is then displayed in section **100**.

20 In Figure 7B, user remote control features are illustrated. The user can scroll up or down to get to the desired channel, step **270**, or skip channels by 5 (or other multiples) to reach the desired channel, step **275**. Additionally, instead of pointing out and clicking the desired subject category **80**, the user can select

the subject of choice using the remote control image, via step  
280. Here, the category **80** is displayed on the remote control  
image display **60** and the user can scroll to the subsequent or  
previous subject category by using buttons on the remote control  
5 image.

Figure 7C illustrates additional features of the remote  
control subsystem including GO **285**, GO BACK **290**, CLEAR **295** and  
SEARCH **300** features.

Depending upon the subject category chosen, advertisements  
10 appear on the user's computer screen **50**. Choosing the subject  
"KIDS", for example, will provide the user with a list of  
available child-oriented web page choices. Choosing subject  
category heading **80** also retrieves advertisements, each based upon  
the subject selection.

15 The invention determines which subject category **80** has been  
selected and how it retrieves appropriate advertisements, which  
include logos, data, text and hyperlinks. Several advertisements  
can be displayed by a rotating engine that displays an  
advertisement at a specific screen location, and if no action  
20 (point-and-click) is taken by the user, displays another  
advertisement in the same screen location. If the user clicks on  
an advertisement within a given time (five seconds, for example),  
the "hit" is tracked, the advertiser's URL is displayed in a  
separate window and the advertiser's web site is displayed.

In Figure 8, the advertising routine begins, step **310**, and the selected subject is determined, step **320**. Advertisements based upon the selected subject are retrieved, via step **330**. The advertiser's data, related links and logos **335**, are retrieved by an ad rotator engine, step **340**. The priority and sequence of the advertisements are determined as the data is parsed and placed in a rotating order by the ad rotator engine, via step **345** and displayed on screen **50** via step **350**. If the advertisement, text or logo is not clicked on by the user within a predetermined amount of time, step **355**, the data is parsed again **345**. If the user does click on the advertisement, a counter is updated, via step **360**, the advertiser's URL is opened in a new window, step **365**, and the advertiser's web site is displayed, via step **370**.

Figure 9A illustrates the step-by-step process used to display text in the ticker window **112** of screen **50**. After the user has accessed the portal containing the present invention, via step **170**, and selected a language, via step **125**, the user selects a subject category, step **130** from the listing of subjects **80**.

In Figure 9B, a continuation of the flow diagram of Figure 9A, once again, the web site database **225** is queried based upon the language and subject category selection inputs, step **230**, and results are displayed in the ticker window section **112**, as marquee, or scrolling text, via step **375**. The user then selects text from the scrolling ticker window **112**, via step **380**, which

prompts the channel "hit" counter to be updated for the channel corresponding to the scrolling text via step **360** and the web site corresponding to the channel to be displayed **370**. The channel process continues until a new subject or new language is selected. The text in the ticker window appears as scrolling or marquee text, and might include stock prices if a "FINANCE" subject is chosen, or sports scores if the "SPORTS" subject is chosen.

Figures 10A and 10B illustrate the refresh.asp subroutine **165** that refreshes the user's screen after certain user variables are entered. If the system detects a change of language request **385** the language is changed **390** and stored as a session variable via step **395**. The imagination guide database is updated by a new language query, step **400** (in Figure 10B), an update is sent to the value communicator to refresh the content in that section with new content based upon the new language, step **405** (Figure 10B), and an update is sent to the ad rotator engine for new language, via step **410** (Figure 10B).

If the user does not change the language, the system then determines if the user has requested an earlier page, via step **415**. The user may, at times wish to revert back to a previously displayed web page. If this is the case, a request is made to retrieve an earlier page, **420** and JAVASCRIPT, or an equivalent application, sends an update to the web portal site **15** with



information from history, step **425**.

Subroutine **165** then determines if the user has requested a change of subject, step **430**. If "YES", then the new subject selection is stored as a session variable, step **435** and updates  
 5 are sent to the imagination guide for a new subject query, step **440** and to the value communicator **445**(Figure 10B) and ad rotator engine **450**(Figure 10B), for a new subject category.

If the user has not changed the subject category, the subroutine then detects if a new window must be opened based upon  
 10 a user request for a specific channel, step **455**. If this is "YES", the channel tracker is updated, step **460**, and new window is created, with a window handle, or identification parameter, being stored, via step **465**, the web site is redirected to the new window **470** (Figure 10B), and the user is shown the new web site, step **475**  
 15 (Figure 10B). If the user has selected a new channel **480**, the window handle is closed, via step **485**. If the user has not selected a new channel the system is queried as to the status of web portal **15**, at step **490**. If web portal **15** is no longer open, the window handle is also closed, at **485**.

20 The following represents portions of the source code for the referesh.asp routine. Generally, the subroutine updates the system tracking system by adding 1 to the count\_of\_hits, and if the user selects a channel, adding 1 to the count\_of\_hits for the selected channel; opens a new window, showing the channel in the

open window; if the user selects a new language, updating the system with this information; if the user selects a new screen layout, using the VIEW button on the remote image, notify the system.

```

5      Response.AddHeader "Pragma", "no-cache"
      Response.CacheControl = "no-cache"
      Response.Expires=-1
10     <!--#INCLUDE FILE="../_Include/Portal.inc" --> <%'This line is
      from the
      WebMerge - BOSS files %>
      <%

15     Response.Buffer=false 'Comment this line once the coding is done.
      done=false      'Set this when we find our option

      if Request.Item("ID")<>" " then

20         'Lets log this visit to the program:
         set ObjDB=DbConnection
         objDB.Open
         sql="insert into watcher (IP, ID) values ('" &
         Request.ServerVariables("REMOTE_ADDR") & "', " &
         Request.Item("ID") & ")"
25         set ObjRS = ObjDB.Execute(SQL)
         'set ObjRS = nothing
         'set ObjDB = nothing

30         ' Response.Write "<!--Found ID - Launching new window-->"
         done=true
         ' Set ObjDB = DbConnection
         ' ObjDB.Open

35         'Lets store the ID
         ID=Request.Item("id")

         'Get the CountofHits
         sql="select url, CountofHits, Channel from IG where ID=" & id
40         'Set ObjDB = DbConnection
         'ObjDB.Open

         Set ObjRS = ObjDB.Execute(Sql)
         url=Trim(objrs("URL"))
         Session("Channel")=Trim(objrs("Channel"))

45         'Add 1 to the count
         CountofHits=trim(objrs("CountofHits"))+1

50         'Update the CountofHits
         sql="UPDATE IG SET CountOfHits = " & CountofHits & "WHERE ID = " &

```

```

id
Set ObjRS = ObjDB.Execute(Sql)

set ObjRS = nothing
set ObjDB = nothing
%>
<html>
<head>
<script language="JavaScript">

var remote=null;
function rs(u) {
    remote=window.open('<%=url%>','channel','width=800, height=600,
left=0, top=200,
resizable=yes,scrollbars=yes,status=0,menubar=yes');
}

function unl() {
    remote.close(); }

</script>
</head>
<body
onload="rs(0);top.control.location='/portal/controle_remoto.html?t
ime=<%
=timer*100%>';" onunload="unl()">
    Loading Page . . . <%=url%>
</body>
</html>
<%
end if

if not done and Request.item("language")<>" and l=2 then
    done=true
    select case ucase(session("Language"))
        case "E" : Session("Language")="S"
        case "S" : Session("Language")="P"
        case "P" : Session("Language")="E"
    end select
%>
<html>
<body
onload="top.guide.location='/portal/guide.asp?time=<%=timer*100%>'
;
top.subbrands.location='/portal/selector.asp?time=<%=timer*100%>';
top.communicator.location='/portal/portal.asp?time=<%=timer*1000%>
'">
    old-Changing Languages - <%=session("Language")%> -
<%=timer*1000%>'s
</body>
</html>
<%
end if

if not done and Request.item("language")<>"then

```

```

done=true
select case ucase(session("Language"))
  case "E" : Session("Language")="S"
  case "S" : Session("Language")="P"
  case "P" : Session("Language")="E"
end select
%>
<html>
<body
10  onload="top.guide.location='/portal/guide.asp?time=<%=timer*100%>'
;
top.subbrands.location='/portal/subbrands.asp?time=<%=timer*100%>'
;
15  top.communicator.location='/portal/portal.asp?time=<%=timer*1000%>'
">
new-Changing Languages - <%=session("Language")%> -
<%=timer*1000%>'s
</body>
</html>
20  <%
end if

if not done and Request.item("hlanguage")="1" then
25  done=true
select case ucase(session("Language"))
  case "E" : Session("Language")="S"
  case "S" : Session("Language")="P"
  case "P" : Session("Language")="E"
30  end select
%>
<html>
<body
35  onload="top.guide.location='/portal/guide.asp?time=<%=timer*100%>'
;
top.subbrands.location='/portal/subbrands.asp?time=<%=timer*100%>'
;
top.communicator.location='/portal/portal.asp?time=<%=timer*1000%>'
40  ">
Changing Languages - <%=session("Language")%> -
<%=timer*1000%>'s
</body>
</html>
45  <%
end if

if not done and Request.Item("Channel")<>"" then
50  done=true
C=Request.Item("Channel")
L=Session("Language")
S=Session("Subbrand")

sql="select id from ig where channel='" & C & "' and Lang='" & L
55  & "'"
and Subbrand='" & S & "'"

```

```

Set ObjDB = DbConnection
ObjDB.Open
Set ObjRS = ObjDB.Execute(Sql)

```

```

5 ID=ObjRS("ID")

```

```

    set ObjDB = Nothing
    Set ObjRS = Nothing
    Response.Redirect "refresh.asp?id=" & id

```

```

10 end if

```

```

15 if not done and Request.Item("Skins")="1" then
    done=true
    L=session("BaseHref") 'Which layout are we using???

```

```

    select case L
        case "/portal/default.asp" : L="/portal/default2.asp"
        case "/portal/default2.asp" : L="/portal/default3.asp"
        case "/portal/default3.asp" : L="/portal/default.asp"
    end select

```

```

    Session("BaseHref")=L

```

```

25 %>
    <html>
    <SCRIPT LANGUAGE="JavaScript">
    top.location.href = "<%=session("BaseHref")%>";
    </SCRIPT>
    </html>
    <%
    end if

```

```

35 if not done then Response.write "Didn't find the option. " &
    Request.QueryString
    %>

```

The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that departures may be made therefrom within the scope of the invention and that obvious modifications will occur to a person skilled in the art.